

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

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Claim 1. (currently amended): An automated method of collecting and displaying audience recognition information concerning a video presentation, the method comprising the steps of:

displaying a video presentation to a plurality of subjects;

inquiring of each of the subjects by computer means whether each of a plurality of still images from the video presentation are recognized by each of the subjects; and

for each of the images, tabulating a percentage of the subjects reporting recognition of the image in the inquiring step; and

automatically generating by computer means a graph comprising each of the images, wherein a position of each of the images on the graph is determined by the corresponding percentage generated in the tabulating step.

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Claim 2. (original): The method of claim 1 wherein the displaying and inquiring steps are performed on a computer local to each subject, wherein the tabulating and generating steps are performed on a central computer networked to each local computer.

Claim 3. (original): The method of claim 2 additionally comprising the step of communicating results of the inquiring step to the central computer over the Internet.

Claim 4. (currently amended): An automated method of collecting ~~and displaying~~ audience recognition information concerning a video or graphic presentation, the method comprising the steps of:

displaying a video or graphic presentation to a plurality of subjects;

obtaining by means an apparatus local to each subject audience recognition information concerning the presentation from each of the subjects;

communicating results of the obtaining step via network means to a central

computer; and

tabulating results of the obtaining step for all subjects; ~~and~~

~~generating by computer means a graph or grid comprising at least one image from the presentation, wherein characteristics of the at least one image are determined by results of the tabulating step.~~

Claim 5. (original): The method of claim 4 wherein the displaying and obtaining step are performed by means an element selected from the group consisting of World Wide Web browsers and interactive television devices.

Claim 6. (currently amended): The method of claim 4 wherein the obtaining step comprises inquiring of each of the subjects whether each of a plurality of still images from a video presentation are recognized by each of the subjects, and the tabulating step comprises tabulating a percentage of the subjects reporting recognition of each of the images in the inquiring step, ~~and the generating step comprises automatically generating by computer means a graph comprising the plurality of images, wherein a position of each of the images on the graph is determined by the corresponding percentage generated in the tabulating step.~~

Claim 7. (currently amended): The method of claim 4 wherein the displaying step comprises displaying a graphic presentation for a duration of less than one minute, the obtaining step comprises inquiring of each of the plurality of subjects what portions of the presentation are recognized, and the tabulating step comprises determining for each of the portions a percentage of the subjects recognizing the portion in the inquiring step, ~~and the generating step comprises automatically generating by computer means the presentation overlaid with a grid, wherein a brightness of portions of the presentation are determined by results of the tabulating step.~~

Claim 8. (original): An automated method of collecting in-market audience recognition information concerning a video presentation, the method comprising the steps of:

- displaying a video presentation to a first plurality of subjects;
- inquiring of each of the first plurality of subjects whether each of a plurality of still images from the video presentation are recognized by each of the first plurality of subjects;
- for each of the images, tabulating a percentage of the first plurality of subjects reporting recognition of the image in the inquiring step;
- generating a graph comprising each of the images, wherein a position of each of the images on the graph is determined by the corresponding percentage generated in the tabulating step;
- after the generating step, creating an abbreviated presentation containing a subset of the images;
- after introduction of the video presentation via an advertising campaign, displaying the abbreviated presentation to a second plurality of subjects in a market targeted by the advertising campaign; and
- inquiring of each of the second plurality of subjects whether the abbreviated presentation is recognized by each of the second plurality of subjects.

Claim 9. (original): The method of claim 8 wherein the creating step comprises creating a storyboard comprising still images.

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Claim 10. (original): The method of claim 8 wherein the creating step comprises creating an abbreviated video presentation comprising a subset of the video presentation.

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Claim 11. (currently amended): An automated system for collecting ~~and displaying~~ audience recognition information concerning a video presentation, comprising:

~~means an apparatus~~ for displaying a video presentation to a plurality of subjects;
computer apparatus means for inquiring of each of the subjects whether each of a plurality of still images from the video presentation are recognized by each of the subjects; and
for each of the images, ~~means for~~ tabulating a percentage of the subjects reporting recognition of the image to the inquiring ~~means apparatus;~~ and
~~computer means for automatically generating a graph comprising each of the images, wherein a position of each of the images on the graph is determined by the corresponding percentage generated by the tabulating means.~~

Claim 12. (currently amended): The system of claim 11 wherein the displaying and inquiring apparatus means comprise a computer local to each subject, ~~wherein the tabulating and generating means comprise a central computer networked to each local computer.~~

Claim 13. (currently amended): The system of claim 12 additionally comprising an apparatus means for communicating results generated by the inquiring ~~means apparatus~~ to the a central computer over the Internet.

Claim 14. (currently amended): An automated system for collecting ~~and displaying~~ audience recognition information concerning a video or graphic presentation, comprising:

an apparatus means for displaying a video or graphic presentation to a plurality of subjects;

an apparatus means local to each subject for obtaining audience recognition information concerning the presentation from each of the subjects;

a network means for communicating results generated by the obtaining ~~means~~ apparatus to a central computer; and

~~means~~ an apparatus for tabulating results generated by the obtaining means for all subjects; and

computer means for generating a graph or grid comprising at least one image from the presentation, wherein characteristics of the at least one image are determined by results generated by the tabulating means.

Claim 15. (currently amended): The system of claim 14 wherein the displaying and obtaining apparatus means comprise one or more of the elements means selected from the group consisting of World Wide Web browsers and interactive television devices.

Claim 16. (currently amended): The system of claim 14 wherein the obtaining apparatus means comprises an apparatus means for inquiring of each of the subjects whether each of a plurality of still images from a video presentation are recognized by each of the subjects, and the tabulating apparatus means comprises an apparatus means for tabulating a percentage of the subjects reporting recognition of each of the images to the inquiring apparatus means, ~~and the generating means comprises computer means for automatically generating a graph comprising the plurality of images, wherein a position of each of the images on the graph is determined by the corresponding percentage generated by the tabulating means.~~

Claim 17. (currently amended): The system of claim 14 wherein the displaying apparatus means comprises an apparatus means for displaying a graphic presentation for a duration of less than one minute, the obtaining apparatus means comprises an apparatus means for inquiring of each of the plurality of subjects what portions of the presentation are recognized, and the tabulating apparatus means comprises an apparatus means for determining for each of the portions a percentage of the subjects recognizing the portion to the inquiring apparatus means, ~~and the generating means comprises computer means for automatically generating the presentation overlaid with a grid, wherein a brightness of portions of the presentation are determined by results generated by the tabulating means.~~

Claim 18. (currently amended): An automated system for collecting in-market audience recognition information concerning a video presentation, comprising:

~~means~~ an apparatus for displaying a video presentation to a first plurality of subjects;

~~means~~ an apparatus for inquiring of each of the first plurality of subjects whether each of a plurality of still images from the video presentation are recognized by each of the first plurality of subjects;

~~for each of the images, means~~ an apparatus for tabulating a percentage of the first plurality of subjects reporting recognition of the image to the inquiring apparatus ~~means~~;

~~means~~ an apparatus for generating a graph comprising each of the images, wherein a position of each of the images on the graph is determined by the corresponding percentage generated by the tabulating apparatus ~~means~~;

~~means~~ an apparatus for creating an abbreviated presentation containing a subset of the images;

~~means~~ an apparatus for, after introduction of the video presentation via an advertising campaign, displaying the abbreviated presentation to a second plurality of subjects in a market targeted by the advertising campaign; and

~~means~~ an apparatus for inquiring of each of the second plurality of subjects whether the abbreviated presentation is recognized by each of the second plurality of subjects.

Claim 19. (original): The system of claim 18 wherein the creating ~~means~~ apparatus comprises ~~means~~ an apparatus for creating a storyboard comprising still images.

Claim 20. (original): The system of claim 18 wherein the creating apparatus ~~means~~ comprises ~~means~~ an apparatus for creating an abbreviated video presentation comprising a subset of the video presentation.

Claim 21. (new): The method of claim 1 additionally comprising the step of automatically generating by a computer a graph comprising each of the images.

Claim 22. (new): The method of claim 21 wherein a position of each of the images on the graph is determined by the corresponding percentage generated in the tabulating step.

Claim 23. (new): The method of claim 4 further comprising the step of generating by a computer a graph or grid comprising at least one image from the presentation.

Claim 24. (new): The method of claim 23 wherein characteristics of the at least one image are determined by results of the tabulating step.

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Claim 25. (new): The system of claim 11 further comprising a computer for automatically generating a graph comprising each of the images.

Claim 26. (new): The system of claim 25 wherein a position of each of the images on the graph is determined by the corresponding percentage generated by the tabulating means.

Claim 27. (new): The system of claim 14 further comprising a computer for generating a graph or grid comprising at least one image from the presentation.

Claim 28. (new): The system of claim 27 wherein characteristics of the at least one image are determined by results generated by the tabulating means.
